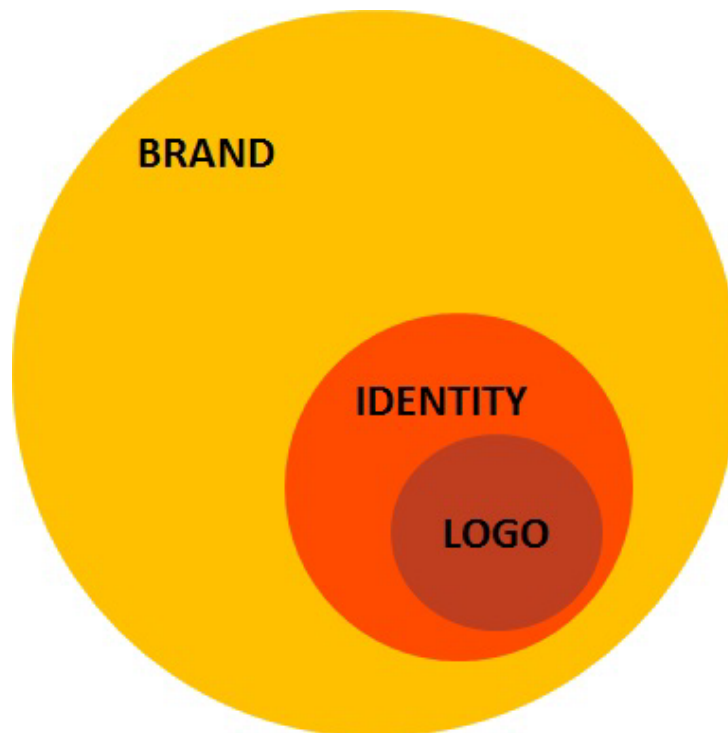




Achieving radical and sustainable improvement in top line performance

## ***Brand vs. Identity vs. Logo***



## ***Do you know the Difference?***

October, 2015

### **The Challenge:**

In our work with clients in strategy sessions, we invariably hear the terms "brand" "identity" and "logo" used interchangeably without really understanding the difference. Similar to the rigor we have given to the defining terms such as vision, mission, goals, strategies and tactics to name a few, we need to provide some consistency around the use of the three marketing terms.

## **Brand**

Branding relates to how people feel about the company and creating a resulting customer experience. What a company's products and services mean to their core targeted markets, is at the heart of every brand.

*"We pursue a model of high value innovation rather than commodity, technology, products and services. We deliver trust and responsibility in all our relationships." .....IBM*

*"To create a better everyday life by offering a wide range of well designed, functional home furnishing products at prices so low that as many people as possible will be able to afford them." .....IKEA*

A brand is:

- the feeling consumers get and the perception they make once they experience the organization
- a concept not a concrete object
- the basis of your entire marketing strategy
- the emotional and psychological relationship between a company and its' customers
- what customers think and feel when they experience your company for the first time

## **Identity**

Identity is all about visuals and packaging. Creating a business identity involves consistently applying your well defined business image (logo, layout, themes, colors, etc.) across many types of media. The purpose is to generate top of mind recognition in your target market. Identity is an important subset of your branding strategy.



An identity is:

- what consumers can see, hear, smell, touch and taste

- the different physical elements of the company that work together as customers come in contact with it
- the complete integration and packaging of all company materials such as:
  - your logo, business cards, e-mail signatures, website, ads, employee uniforms, package design, corporate jingle, etc.

## Logo

A logo is a subset of identity.

The logo is:

- the representation of the organization in its simplest graphical form
- the emblem or mascot of the organization
- the foremost element that triggers the feelings of consumers
- critical for an organization to be recognized
- a trademark



## To Summarize:

- What people think of you and how they talk about you when you are not around is your brand
- Your clothing, hair, scent, voice, personality, preferences and demeanor make up your identity
- The logo is your icon, badge or signature

## Example:

- **Nike:** The Nike brand is the way people feel motivated, inspired and empowered. Its the feeling that anyone can be exceptional and victorious, just like any athlete. Nike is not just a company; its a lifestyle. "Just do it" is their identity, including innovative and quality products. The Nike logo is the swoosh.



- **Apple:** Apple's brand focuses on delivering exceptional customer experience through superb user interfaces that are elegant in design and simple to use. The Apple brand focuses on lifestyle, imagination, innovation, hopes, dreams and power to the people through technology. The Apple identity targets the resulting customer experience when you visit and Apple store or interact with anyone from the company. Their logo is one the most iconic and recognizable corporate logos in history. The "bite" in the apple was originally implemented so that people would know it represented an apple and not a tomato.



### **What Works:**

The next time you are in a meeting with your marketing team or discussing business strategy, you can confidently introduce brand, identity and logo. We recommend that for start-ups that you envision the brand you want to create ahead of creating your corporate identity and your logo.

And, please don't hesitate to reach out to us if there is anything we can do to lend a hand. If you have any questions, you can reach us at [kappainfo@kappaeast.com](mailto:kappainfo@kappaeast.com).

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